

## ABSTRACT OF THE DISCLOSURE

A digital camera system is described that allows a user to capture an image including a white balance reference for a particular picture taking venue.

5 The reference is used to determine a white balance setting for the venue. The white balance setting can be used for pictures taken at the venue at that time or saved for future picture taking sessions at that venue. The setting is saved in a removable, non-volatile memory that can be removed from and inserted into the digital camera. The memory can also be used to store the pictures captured at the  
10 venue associated with the saved setting. The white balance setting is saved in a file folder having a name allowing the user to correlate the file name with the particular venue. Several folders can be stored in the memory for different venues. The white balance setting can be determined by the digital camera or in an associated computer. The captured images can be white balance corrected in  
15 the digital camera or in the associated computer.